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Securities & Exchange Commission
Fifth Street, N.W., Judiciary Plaza 450
20549 WASHINGTON DC
U.S.A.

Corporate Communications /
Investor Relations



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SUPPL

Date November 3, 2003
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Subject ADR file nr. 82-2876

Dear Sirs,

Please find enclosed a press release dated November 3, 2003:
VNU APPOINTS VICE PRESIDENT SUSTAINABILITY.

With kind regards,
VNU bv

P/a

Rob de Meel
SVP

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Press release

Date

November 3, 2003

VNU APPOINTS VICE PRESIDENT SUSTAINABILITY

Haarlem, The Netherlands – VNU, a leading international media and information company, today announced that Mr. **Maarten Schikker** has been appointed **Vice President Corporate Sustainability**.

Sustainability, or corporate social responsibility, is defined as 'achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment'.

In this new position Maarten Schikker will be responsible for the development of a sustainability strategy. This strategy should lead to measuring and reporting of VNU's social, environmental and economic performance. He will report to Rob de Meel, Senior Vice President Corporate Communications/Investor Relations.

Previously, Maarten Schikker held several senior positions in VNU's Corporate Communications department.

VNU

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

VNU is active in more than 100 countries, with headquarters in Haarlem, The Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 4.3 billion in 2002. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com

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